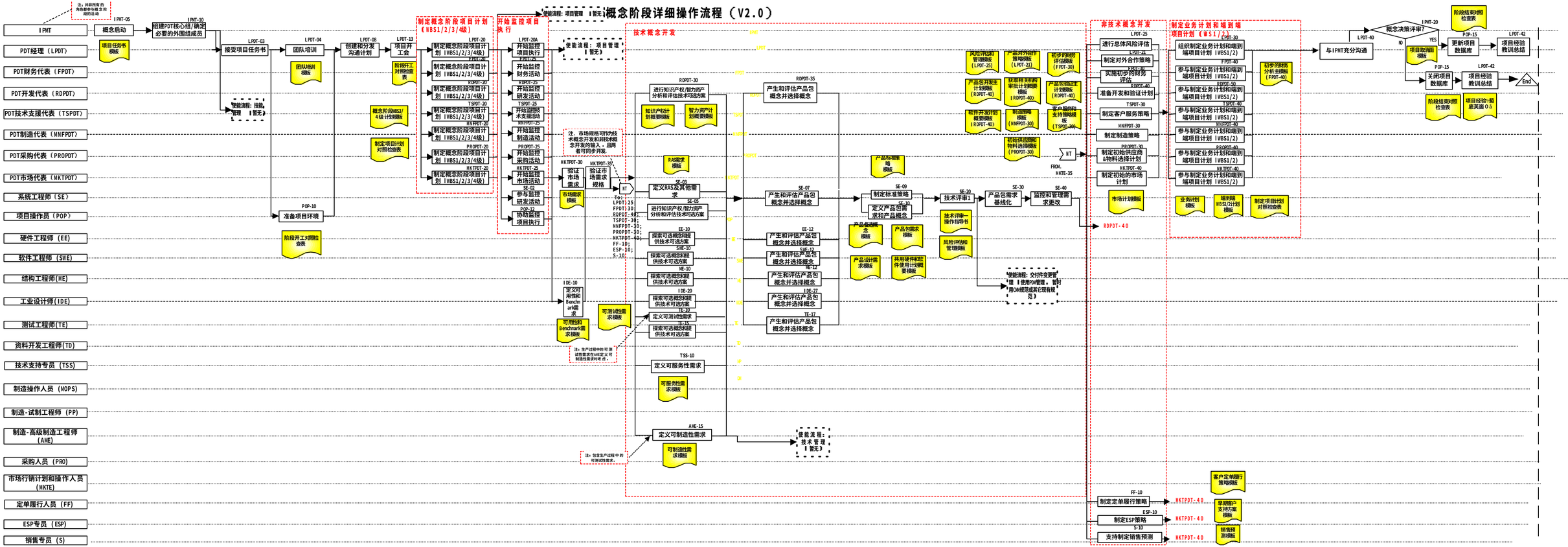概念阶段详细操作流程（V2.0）